

## University of Groningen

### Sensitizing the Viewer

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To create a new understanding of the experience of techniques in art, *Sensitizing the Viewer* reframes the avant-gardes within the realm of powerful early and later cinema experiences. *Sensitizing the Viewer* was written in the wake of working on *Ostrannenie* which was published by Amsterdam University Press in 2010.

Annie van den Oever is director of the Master in Film Studies at the University of Groningen and founding editor of the international book series *The Key Debates. Mutations and Appropriations in European Film Studies*, published by Amsterdam University Press.

Laura Marcus on *Ostrannenie*: 'This remarkable collection of essays and interviews explores the centrality of the concept of *ostrannenie* ('making strange') to cinema, the avant-garde, media and modernity from a range of perspectives. [...] Modernist *ostrannenie* was about the transformation of representation and perception at a time when film was new: the outstanding essays collected here open up this historical moment and reveal the continuing significance of the concept, for culture and for human cognition.'

*Laura Marcus is Goldsmiths' Professor of English Literature at the University of Oxford*

SENSITIZING THE VIEWER ANNIE VAN DEN OEVER

# Sensitizing the Viewer

Annie van den Oever

The  
Impact of New  
Techniques  
and the Art  
Experience